



Automotive

Key Facts and Overview

- Over 150 automotive companies are located within North East England.
- Approximately 18,000 employed with many more in dedicated support services such as Research & Development and logistics and training.
- Sunderland is an established venue for the worldwide industry's International Automotive Conference.
- North East England produces one in every five cars made in the UK. Nissan is the most productive car plant since 1998.

Universities

- Leading research includes materials and surface engineering, transmissions and valves, ergonomics, accidents and passenger safety, technology and computational simulation, telematics and sensors, clean technologies, fuel cells, fuel injection systems, hybrids, carburettor and exhaust systems.
- Institute of Automotive and Manufacturing Advanced Practice** at the University of Sunderland. The institute is recognised worldwide, both for its work with industry and its quality research. Main areas of activity are: materials and structural analysis, automotive mechatronics, manufacturing systems, ergonomics, human factors, and advanced maintenance.
- The Centre for Automotive Research** at the University of Durham, brings together relevant expertise from the mathematics, physics and engineering departments. Works closely with industry such as Nissan, Hyundai, Ford and racing car builders. It has particular expertise in road vehicle aerodynamics, hybrid vehicles, acoustic and stress analysis.
- Northumbria's Design School** has developed an international reputation with alumni including: Peter Horbury - Executive Director of Design, Ford - North America and Simon Butterworth - Design Director, Ford - Asia Pacific.

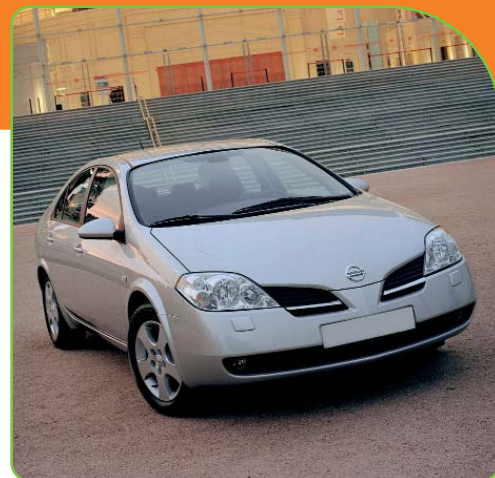


Industry Support

- Digital Factory:** a regional initiative developed with companies such as Nissan, Magna Kansai and Rolls Royce as part of a £10m programme run by the North East Productivity Alliance (NEPA). It suggests how lead times for new product development and time-to-market must be clipped further. It involves clients and supply chains together in a process of data management, manipulation and visualisation, using a variety of software tools. Computer-aided engineering, robotics and product data management are combined to offer firms greater productivity and efficiency.
- The **Regional Centre for Manufacturing Excellence (RCME):** acts as a focal point for manufacturers and services include information, support and, free and subsidised diagnostic consultancy.
- Automotive Academy:** A partnership between the automotive industry, government, education sector and training providers. It helps employees of all levels within vehicle manufacturers and competent suppliers to access training that is globally competitive and directly relevant to the automotive industry.
- Automotive Centre of Excellence (ACE):** Gateshead College Centre of Vocational Excellence. Facilities include specialist vehicle electrical and electronic training facility, body and paint shop and a dedicated resource learning centre.
- Companies:** The automotive sector in North East England is broad and covers a wide range of activity. As well as automotive and component manufacturers such as **Nissan, TRW, Senstronics** and **Calsonic Kansei**, there are also other commercial and industrial moving equipment manufacturers such as **Caterpillar** and those involved in research/design activities/capability such as **Komatsu**.

Finance

There are many sources of finance and venture capital available to companies in the region. Unique in North East England is **Nstar** set up by One NorthEast. It focuses on high risk venture capital, and it partners with the commercial venture capital community to invest in new technology spun out of universities or created within the small to medium sized enterprise market. Nstar can create tailored supply chains for large corporations through this process. Nstar has total funding of £60m (\$108m) split into Proof of Concept Fund and Co-investment Funding.



Market Access

The Model below demonstrates how all of the expertise and support organisations place North East England in a unique position to support companies in the commercialisation of research and getting new products to market. At the centre of the process is the Investment & Aftercare Team that will sit with you to understand your own individual requirements and come back with a tailored investment solution to include some or all of the elements below. From here in the UK or offices in North America, China, Japan, Korea, Australia, Norway and Germany, the team will help you get your products and services into the market.



Case Study - Nissan

Nissan established its manufacturing plant at Sunderland in North East England in 1984. As the flagship of North East automotive manufacturing Nissan is the largest volume passenger car manufacturer in the UK and has been Europe's most efficient car plant for the last seven years. In September 2004 Nissan announced it is to build a fifth model at its Sunderland plant. Approximate size of this investment will be £124m with a SFI award of £10m. Nissan announced in February 2005 that its new compact-crossover vehicle would be built at Sunderland from December 2006. The new car is codenamed the P32L and takes the total Sunderland investment from Nissan to £2.1bn. One NorthEast has worked closely with Nissan, the city council and the automotive supply chain over many months and years.

Contact details

To discuss the service further, or to receive an initial response to an investment proposal, please make contact by phone, fax, e-mail or post today.

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